

ORDER



Orders
Order / Rev: 354980
Alt Order #: 06851174
Product Desc: DEAN HELLER
Estimate:
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	25	\$11,200.00	\$9,520.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$11,200.00	\$9,520.00	0.00
Totals	25	\$11,200.00	\$9,520.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	19%	\$11,200.00
Market	100%	\$58,947.37

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$12,968.42
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	28%	\$16,505.26
KTUD	0%	\$0.00
KVMY	4%	\$2,357.89
KVVU	26%	\$15,326.32
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$589.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	09/12/12	09/14/12	M-F 5-6am Action News	CM	M-F 5-6a (5:30 AM-6:00 AM)	--WTF--	:30	2	\$125.00	P-05	0.00	NM	2	\$250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KTNV	09/16/12	09/16/12	Academy Awards Oscar Presentation	CM	5p-830p (5:00 PM-8:00 PM)	-----S	:30	1	\$2,500.00	P-05	0.00	NM	1	\$2,500.00
2012 EMMY AWARDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S		1				\$2,500.00		0.00			
													Totals	25	\$11,200.00